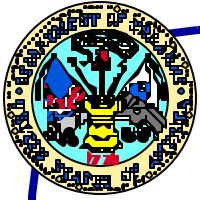


PANEL DISCUSSION

RECRUITING INITIATIVES

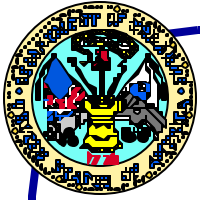
WORLD WIDE PUBLIC AFFAIRS SYMPOSIUM

10 Feb 2000



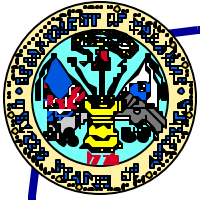
Secretary of the Army's Intent for Recruiting Initiatives

- | Create Conditions for Recruiters to be successful
- | Expand and Penetrate the Market
- | Increase Quality Accessions
- | Reconnect the Relevance of Military Service to the American People
- | Create awareness of Army opportunities



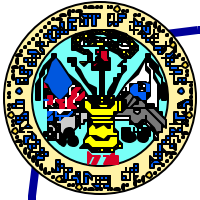
Secretary of the Army's Recruiting Initiatives Guidance

- 5 August Memorandum - 4 Working Groups
 - Upgrade the Recruiting Sales Force
 - Geographic Positioning of the Sales Force
 - Restructuring the Army's Media Mix to Execute Our Strategy
 - Repositioning the Army
- GED (+) & College First



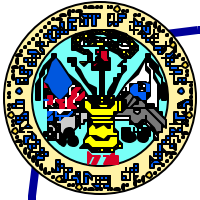
Secretary of the Army's Recruiting Initiatives Execution

- Working Groups' Final Reports to Sec Army - 17 Dec 99.
- Sec Army Final Approval End of Jan 00.
- Projected Funding: \$58.6 M in FY00; \$92.9 M in FY01; POM Working
- GED(+) & College First Approved 10 Jan 00. Public Release 3 Feb 00.



Hometown Recruiter Assistance Program (HRAP)

- Advance Individual Training Graduates on Permissive TDY for Two Weeks to Assist Their Hometown Recruiters in Connecting With the Youth Market
- 6,890 Soldiers Have Conducted HRAP Between 1 Oct and 31 Dec - Same As Total FY98 Participation
- 284 Contracts Year to Date; 569 FY99 Contracts
- 54,575 Leads Generated
- 7.9 Leads Per HRAP



PUBLIC AFFAIRS ROLE

- | Get Leaders Involved Now! Full-Court Press (CSA's #1 METL)
- | Get the Local Recruiter Involved- TAIR (CI)
- | Facilitate programs that enable recruiters to be successful- Educate the Public (COMREL)
- | Speaker Kits CD-ROM/Media Training to Leaders
- | Assist Recruiter in spreading the word (MEDREL)
- | Corporal Recruiter/HRAP Support